

**LISTING OF CLAIMS:**

Claims 1 - 22 (Cancelled).

Claim 23 (Currently amended): A unit for applying printed coupons to packets in packaging machines, comprising: first means by which to feed coupons procured as single items ordered in a stack, or second means by which to feed coupons obtained as cuts from a continuous strip[.]; an assembly station having a pocket; and a universal pickup and application device installed permanently in the machine which wherein the universal pickup and application device takes up an individual coupon with equal facility from either the first or the second feed means at a pickup station and conveys the coupon to a release position where the coupon is placed in a desired position relative to a the collar at pocket of an the assembly station prior to insertion of the coupon into a packet.

Claim 24 (Previously presented): A unit as in claim 23, wherein the first and second feed means are mutually interchangeable.

Claim 25 (Previously presented): A unit as in claim 24, wherein the first feed means comprise a magazine containing a plurality of coupons ordered in a stack aligned on a relative axis substantially perpendicular to the pickup station.

Claim 26 (Previously presented): A unit as in claim 24, wherein the second feed means comprise units by means of which respectively to decoil, feed and cut a continuous strip, of which the feed unit is designed to index the continuous strip, at least when in the

neighborhood of the pickup station, through predetermined steps and in a direction coinciding with a plane disposed parallel and in close proximity to a reference plane of the pickup station.

Claim 27 (Previously presented): A unit as in claim 23, wherein the pickup and application device includes at least one pickup assembly, located on a carrier, which assembly moves between the pickup station and a the release position due to movement of the carrier about an axis parallel to a reference plane of the pickup station.

Claim 28 (Previously presented): A unit as in claim 27, wherein the pickup assembly comprises a pickup mechanism which rolls tangentially in reference to the plane containing the pickup station during the step of picking up the coupon from the pick up station and to advance the coupon along a predetermined path, passing from the pickup station to the release position.

Claim 29 (Previously presented): A unit as in claim 27, wherein the pickup mechanism is furnished with at least one suction cup connectable to a source of negative pressure and designed to attract a coupon occupying the reference plane of the pickup station by rolling against one face thereof.

Claim 30 (Previously presented): A unit as in claim 29 , wherein the pickup and application device comprises first and second guiding and locating means serving to ensure the correct transfer of the coupons.